



# Best Available Copy

## THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Cecil Kost et al. Attorney Docket No.: MMSI121562  
Application No.: 10/674,904 Art Unit: 3622 / Confirmation No: 8999  
Filed: September 30, 2003 Examiner: Daniel Lastra  
Title: DRUG SAMPLE FULFILLMENT ARCHITECTURE

### AFFIDAVIT UNDER 37 C.F.R. SEC. 1.131

Seattle, Washington 98101

October 10, 2005

TO THE COMMISSIONER FOR PATENTS:

We, Timothy Chrobuck and Scott M. King, being duly sworn, depose, and state:

1. Prior to July 28, 2000, having earlier conceived the idea of accessing a drug sample fulfillment platform using a Web site so as to allow a user to order drug samples, the idea was reduced to functional requirements. See Exhibit A.
2. Also prior to July 28, 2000, several flow diagrams and use cases were developed from the functional requirements to enable one with ordinary skill in the software art to produce software connected with the functional requirements. See Exhibit B.
3. Since July 28, 2000, the produced software has been continuously refined.
4. On May 22, 2003, a U.S. Provisional Patent Application No. 60/472,956, entitled DRUG SAMPLE FULFILLMENT ARCHITECTURE was filed.
5. On September 30, 2003, a U.S. Nonprovisional Patent Application No. 10/674,904, entitled DRUG SAMPLE FULFILLMENT ARCHITECTURE, and claiming the benefit of the the U.S. Provisional Patent Application No. 60/472,956 was filed.
6. Various dates deleted from the Exhibits are prior to July 28, 2000.

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
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Executed at Bothell (city), WA (state), this 10<sup>th</sup> day  
of October, 2005.

Timothy Chrobuck  
Timothy Chrobuck

Executed at BOTHELL (city), WASHINGTON (state), this 10<sup>th</sup> day  
of OCTOBER, 2005.

Scott M. King  
Scott M. King

STATE OF Washington )  
COUNTY OF Snohomish ) ss.

I certify that I know or have satisfactory evidence that Timothy Chrobuck and Scott M. King are the persons who appeared before me, and said persons acknowledged that they signed this instrument and acknowledged it to be their free and voluntary act for the uses and purposes mentioned in the instrument.

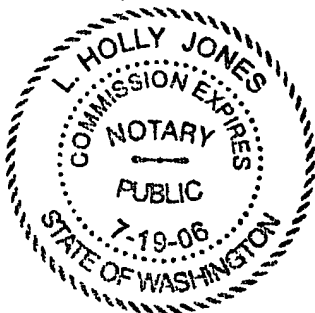
Dated: 10/10/05

(Seal or stamp)

L. Holly Jones  
Signature  
Printed Name: L. Holly Jones  
Notary Public

My appointment expires 7/19/06

DPC:DPC



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CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
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# **EXHIBIT A**

# **mpl2.com**


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## **MedManage**

### **Virtual Sample Closet**

### **Functional Requirements**

(Version 1.2)

<b>Managed Document</b>			
<b>Maintained By</b>	<b>Version</b>	<b>Title</b>	<b>Issued</b>
Bart Skrumeda (Business Analyst)	1.2	MedManage VSC Requirements	
<b>Last Revision</b>	<b>Location</b>		<b>Status</b>
			Draft

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**Client:** MedManage

**Primary Business Contact:** Tim Chrobuck  
Vice President of Information Technology  
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### Version History

Date	Version	Change	Edited by

### Change Log

Date	Requester	Change to Specification

### Related Documents

Title	Location	Summary Overview

### Acceptance Agreement

MedManage and MPL2.COM agree that this design document will be the basis for all future design and development for the functionality contained herein.

\_\_\_\_\_  
Authorized MedManage Signature

\_\_\_\_\_  
Authorized MPL2.COM Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

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## 1.0 Executive Overview

The purpose of this deliverable is to specify the requirements of the Virtual Sample Closet (VSC) system that MPL2.COM will build for MedManage. The VSC Web application will accept data from a variety of sources related to pharmaceutical sample disbursement. The system also will store and provide extracts of the data, prepare a set of standardized reports, and enable system users to request and authorize additional vouchers for delivery to appropriate entities.

This Functional Requirements document details the scope of work and timeline that MPL2.COM is committed to for Release 1.0 of the VSC. To meet this obligation, the requirements of the system, as detailed in this document, must remain constant. However, as issues arise throughout the project MPL2.COM will consider modifications to the system requirements, as long as the overall scope of work does not change.

The requirements in this document supersede any functional requirements previously stated in the Contract or Discovery documents. Follow-on releases of the system will be defined in separate requirements documents.

## 1.1 Background

The Discovery phase of the MedManage VSC project began on [REDACTED]. During this phase, MPL2.COM interviewed MedManage executives and consultants, analyzed relevant information presented by MedManage, and developed a set of functional requirements for the VSC system. The results are summarized in this document.

MedManage is revolutionizing the pharmaceutical sample distribution process by substituting the use of a voucher system for the traditional process of physicians distributing physical samples to patients. With the new system, physicians will issue vouchers to patients. To obtain product samples, patients present the vouchers at pharmacies, where information about the patient, his physician, and his health care organization is captured. This information is forwarded to MedManage, who will provide utilization information to pharmaceutical companies and health care organizations.

The voucher tracking and reporting system can be considered a Virtual Sample Closet. Pharmacies are indirectly involved in the MedManage system, and do not at this time utilize the backend system. Groups who will actively use the system include pharmaceutical manufacturers, voucher fulfillment vendors, pharmaceutical sales representatives, medical records companies, medical partner Web sites, and other possible entities.

Utilization information about samples will be extracted from the VSC and provided to health care organizations and pharmaceutical companies. MedManage will support the operational aspects of the system, such as collecting, storing and extracting data, as well as providing an infrastructure to manage operational tasks associated with the system.

## 1.2 System User Roles

### 1.2.1 MedManage

MedManage provides vouchers to pharmaceutical companies, records utilization, bills customers accordingly, operates the Virtual Sample Closet application and provides data extracts to customers from the VSC.

### 1.2.2 Health Care Organization

Health care organizations provide vouchers to patients (through physicians in their employ), and receive data extracts or reports from MedManage. Health care organizations can have a variety of authorized users.

### 1.2.3 Physician

Physicians dispense vouchers to patients. Physicians (and other authorized users) also request additional vouchers through the VSC system.

### 1.2.4 Pharmaceutical Sales Representatives

Pharmaceutical Sales Representatives visit with physicians, and authorize release of additional vouchers. A Sales Representative may receive a set of standard utilization reports or a physician utilization report when a physician requests additional vouchers.

## 1.3 Audiences

The audience for this document includes the following groups.

Client:	MedManage
Project Management:	MPL2.COM
Development:	MPL2.COM

## 1.4 Project Roles and Responsibilities

MedManage is responsible for providing all business rules, information about system interface requirements, and for designing templates for data reports and pivot tables.

MPL2.COM is responsible for gathering and documenting requirements, developing an application and information architecture, and providing assistance in reviewing networking and hardware architecture.

Project Manager	Manages daily operations of project and coordinates technical resources, and manages scope of project.
Application Architect	Responsible for overall design of the application architecture.
Database Designer	Prepares the logical and physical database designs.
Business Analyst	Sets the direction and scope of the project together with MedManage.
Information Architect	Analyzes users' information requirements and develops a framework for user interaction with the system.
Information Designer	Applies layout and functionality to information architecture.
Graphic Designer	Develops visual designs to reflect client's branding and marketing goals.

### 1.5 Assumptions

MedManage will define specific network architecture and security level requirements for the VSC system.

## 2.0 Functional Requirements

This section specifies requirements for Release 1.0 of the MedManage Virtual Sample Closet (VSC) Web application. The Virtual Sample Closet has three major sections: capture data, extract data and process orders for new vouchers.

Data capture requirements concentrate on importing information about voucher redemption at pharmacies, as well as importing source lists for physicians, health care organization locations, pharmaceutical company sales organization and product information, and pharmacy location information.

Information extract requirements focus on extracting voucher utilization information filtered by company or health care organization, creating product utilization reports by a specific physician who is requesting more vouchers, and providing a small set of standard reports.

The voucher order processing section will accept requests for vouchers, authorize the release of vouchers, notify pharmaceutical company administration and sales reps when physicians request additional vouchers, and notify pharmaceutical company administrations when allotments have declined to a specified level at a health care or physician location.

### 2.1 Data Import and Standardization Requirements

This section summarizes VSC data capture functions and file standardization requirements.

#### 2.1.1 Import pharmacy voucher-utilization data files

This function accepts information from several standardized databases, reads raw data from pharmacy vouchers, and performs data cleansing and rule validation on the data before importing the data into the VSC main database.

This information is to be provided by Med Impact. In the future, there may be other data aggregators.

#### 2.1.2 Import and standardize pharmaceutical product information

This function imports data files containing information about products and product codes into the Pharmaceutical Product Information database. This function will be controlled by MedManage.

#### 2.1.3 Import pharmaceutical sales and marketing structure information

This function imports a structured file containing information about companies and their sales management organization and territory information and places it into the Pharmaceutical Organizational Structure database.

**2.1.4 Import and standardize physician information**

This function imports raw data files containing information about physicians and their ME ID number before placing the data into the Standardized Physicians database. It is expected that HCOs will provide this file during HCO customer initialization of the MedManage system.

**2.1.5 Import and standardize health care organization (HCO) information.**

This function imports HCO raw data files and standardizes the data before placing it into the Standardized HCO Location database.

**2.2 Data Extract and Reporting Requirements**

MedManage will not support database reporting on its servers. MedManage will provide data extracts to health care organizations (HCOs) and pharmaceutical companies. The VSC will extract each customer's data, package it and then forward the extracts to the customer.

A select set of standard reports will be available, including:

- Utilization History Reports for Sales Reps
- Utilization Reports by history, sales region, and/or drug

**2.2.1 Provide a set of standard reports on a regular basis.**

This function runs reports on a specified schedule.

**2.2.2 Provide data extracts to customers of only that customer's data**

This function provides standard data extracts of voucher utilization records, filtered by customer. A customer receives only the information to which he is entitled.

## 2.3 Use Cases

This section summarizes use cases for:

- Voucher requests
- Voucher request approval
- Voucher order status
- Pharma Admin product information management
- HCO user management
- Doctor profile self-management
- Client management
- Pharma Sales Rep management

See Appendix D – Use Case Diagrams.

### 2.3.1 Voucher requests

This function enables users (HCO personnel, pharma admins or sales reps) to request additional vouchers. This function should allow an HCO to search for all MedManage products available in the system, in addition to only seeing those products available by contractual agreement. The process will also provide for distributed fulfillment destinations.

- Login
- Search
- View search results
- Select product/voucher
- Select fulfillment destination
- Review/confirm order
- Logout

See Appendix D – Use Case Diagrams.

### 2.3.2 Voucher request approval

This function will display a pending list of open voucher requests that a user is qualified to view, and release voucher request information to Fulfillment.

Note: System will mark as completed the voucher request order, and adjust the voucher stock level in the appropriate territory.

Note: System will escalate pending order to specified designee if order is not acted upon within a specified number of days from request being entered.

Note: All voucher requests and associated transactions (authorize, deny, etc.) will have a unique transaction number.

Voucher approval process:

- Login
- View list of pending orders
- Select order
- Display information
- Logout

See Appendix D – Use Case Diagrams.

### 2.3.3 Voucher order status

Displays pending list of open voucher requests that a user is qualified to view.

Note: All voucher requests and associated transactions (authorize, deny, etc.) will have a unique transaction number associated with the transaction.

Status display process:

- Login
- View list of pending orders
- Batch approve or select order
  - Processes Order
    - Approve
    - Deny
    - Modify
- Logout

### 2.3.2 Product information management

This function enables an authorized user (MedManage) to administer a company's product information in the Pharmaceutical Product Information database.

Product information process:

- Login
- Create, modify or delete product information
- Confirm changes
- Logout

See Appendix D – Use Case Diagrams.

### 2.3.3 HCO user management

This function allows a health care organization to edit its user profiles.

HCO user management process:

- Login
- Create, modify or delete profile
- Confirm changes
- Logout

See Appendix D – Use Case Diagrams.

#### 2.3.4 Doctor profile self-management

This function allows independent physicians to modify their user profiles.

Doctor profile management process:

- Login
- Modify
- Confirm changes
- Logout

See Appendix D – Use Case Diagrams.

#### 2.3.5 VSC Client management

This function allows MedManage to create profiles for new doctors, health care organizations, and pharmaceutical companies within the MedManage system.

Initialization process:

- Login
- Create, modify or delete profile
- Confirm changes
- Logout

See Appendix D – Use Case Diagrams.

#### 2.3.6 Pharma sales organization management

This function allows a pharmaceutical company to manage sales territories and assign sales reps to defined territories. A territory is defined by a drug and/or zip code and/or HCO entity combination. Sales reps are assigned to a territory.

Sales organization management process:

- Login
- Select sales territory
- Create, modify, inactivate
  - Set drug, zip code, HCO parameters
- Select sales rep
- Create, modify, inactivate
  - Set territory parameters
  - Set profile parameters
- Confirm changes
- Logout

See Appendix D – Use Case Diagrams.

See Appendix D – Use Case Diagrams.

## 2.4 VSC System Requirements

### 2.4.1 Validate user access permissions and logon

This function validates user permissions, finds user's profile in the database and validates login request. Transfers control to next step or rejects logon attempt and returns to logon screen.

### 2.4.2 Process voucher requests

This function performs data lookup using manufacturers' product category tables and creates an entry in the "shopping basket" when the user selects a voucher or product. The user is returned to the search function when an item is not found in the database. The function creates confirmation screens to enable users to add, delete, or commit orders.

When a request transaction is initiated the system parses the transaction by manufacturer and/or sales representative and places voucher orders in a pending order table.

The user receives a confirmation that the order went through. The confirmation may be via a response screen or e-mail.

A Pharma sales representative will receive notification via e-mail, pager, telephone, or other contact method set up in his profile. The setup of these parameters is handled when a sales rep is assigned to a territory.

If a voucher is requested from a Pharma that has no valid representative for the territory, the request is sent to the default Pharma administrator or the territory manager. This is an escalation issue.

### 2.4.3 Voucher Approvals/Denials

The system will escalate voucher approval to the sales representatives manager if a request is not processed within a specific time period.

The limit threshold may be configured by individual representatives, with an initial system default of five days.

A voucher denial will trigger immediate notification of the sales representative's manager.

### 2.4.4 Notify pharmaceutical personnel when voucher inventories reach a preset level

This function compares voucher usage with allocated territory levels, and notifies pharma admin and sales representatives that additional vouchers should be delivered to an HCO or physician location.

**2.4.5 Create a new customer's pharmaceutical database**

This function allows MedManage to set up a new company in the pharmaceutical information database. The system will create the necessary tables assigned to the pharma. These tables could include lists of products, sales representatives, and sales territory definitions. Multiple sales reps can be assigned to one territory.

Sales territories can be defined by:

- Zip code
- Product line
- HCO Entity

**2.4.6 Preserve inactivated records**

The system will keep inactivated records for up to thirty days before removing them from the system. This is an archival function. Purged records are removed from the database and moved to offline storage.

Note: This is a MedManage system admin function. The system will notify the system admin via reminders, or simply archives purged records monthly. Final functional specification TBD with MedManage input.

**3.0 User Interface Requirements****3.1 Graphic Design**

The look and feel of the graphical interface will reflect the corporate branding guidelines of MedManage.

**3.2 Usability Requirements**

The UI will maximize the intuitive quality of the interface, define the logical relationship between content elements, distinguish between user actions on the site, and make the functionality apparent to users.

**4.0 Performance Requirements**

None specified by MedManage.

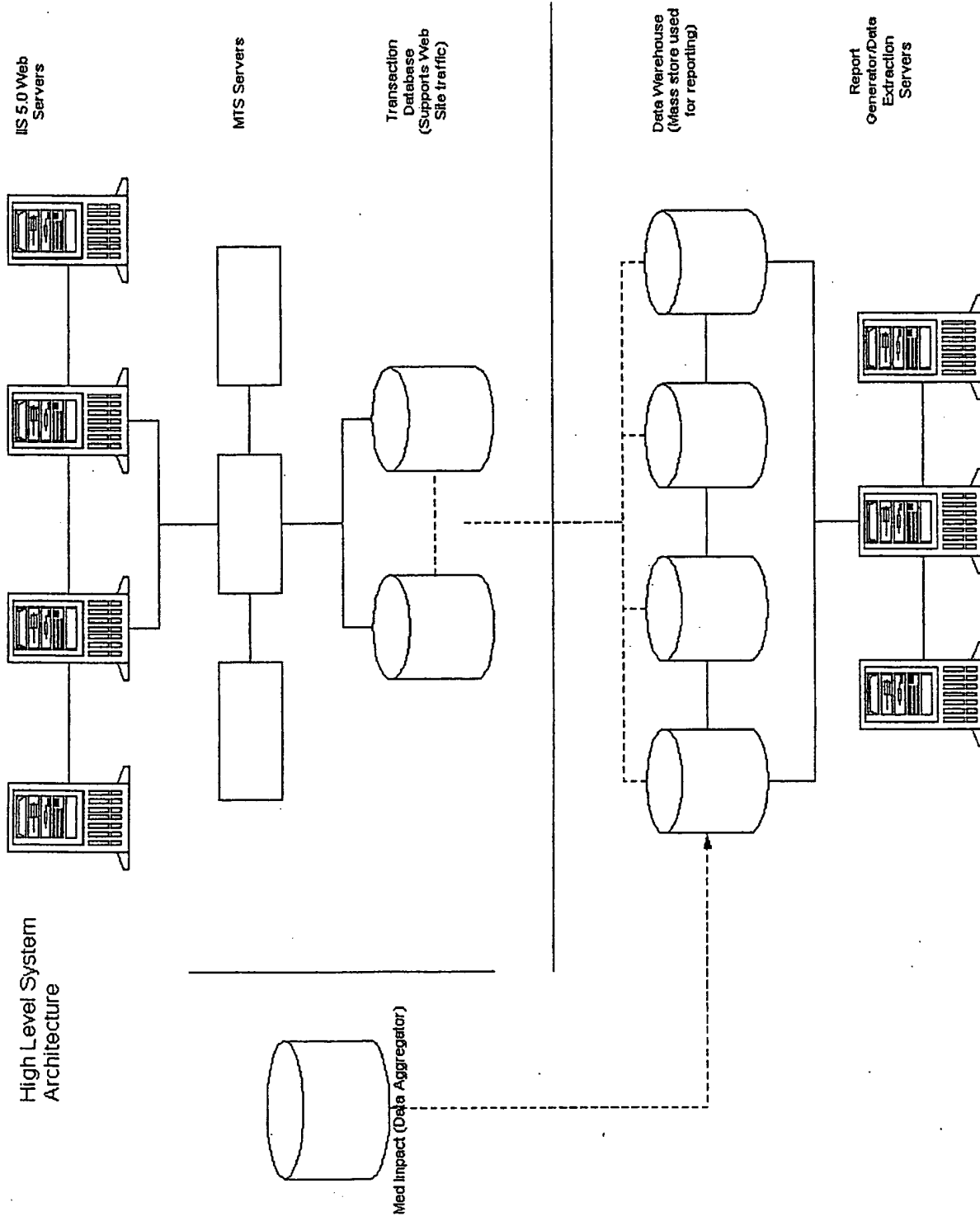


## 5.0 Application Architecture Requirements

The application will use the following:

- Windows 2000 Server operating system
- SQL 7.0 database
- IIS 5.0 web server
- ASP (Active Server Pages) dynamic web pages.
- The system will support the following client platforms for browsers
  - Windows 95/98
  - Windows NT 4 Workstation & Server
  - Windows 2000 Professional & Server
  - Apple Macintosh

The Browser supports MS Internet Explorer 4.0 and later, Netscape 4.0 and later, and AOL 4.0 and later.



## **6.0 Security Requirements**

There are security requirements for the VSC system. The internal web site will be available to anyone with general access to the MedManage intranet. Also, since the system will be hosted and maintained by MedManage, they will be responsible for system security.

### **6.1 Application Security**

Users will only have access to features of the VSC that are permitted by their logon permission level.

This function must include an authentication/authorization mechanism that prevents patient information from being viewed by pharmaceutical companies, sales representatives, MedManage employees, or any other unauthorized user.

Personnel from pharmaceutical companies may view only data extracts for the company they represent.

In addition to application security in real-time, the system will have the capabilities to provide audit tracking of transactions.

#### **6.1.1 Voucher Serial Number**

The system will provide unique serial numbers on each voucher printed from the MedManage system. (For future use. Build into system and data model in Phase I).

#### **6.1.2 Audit Transaction Tracking**

The system will record transactions by users in a log to provide an audit trail. The transactions recorded will track voucher requests, voucher releases and additions or changes to authorized user lists in pharmas and HCOs.



## **Appendix A – Glossary of Terms**

### **HCO**

Health Care Organization

### **NABP**

National Association of Board of Pharmacists

NABP produces a unique code for each pharmacy, two digit state code + 5 digits

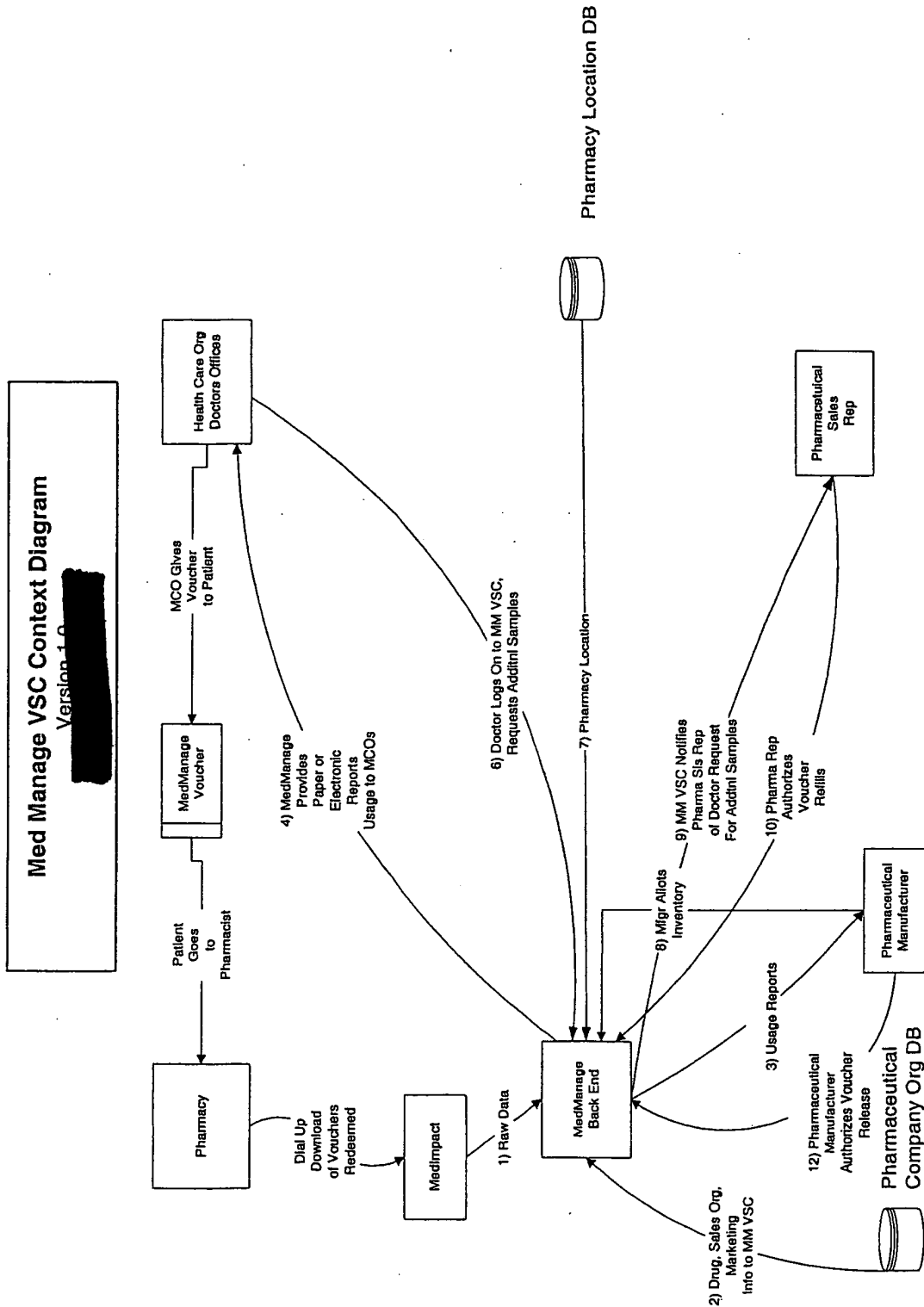
### **PhRMA (or Pharma)**

Pharmaceutical Research & Manufacturers of America. Also an industry term for pharmaceutical company.

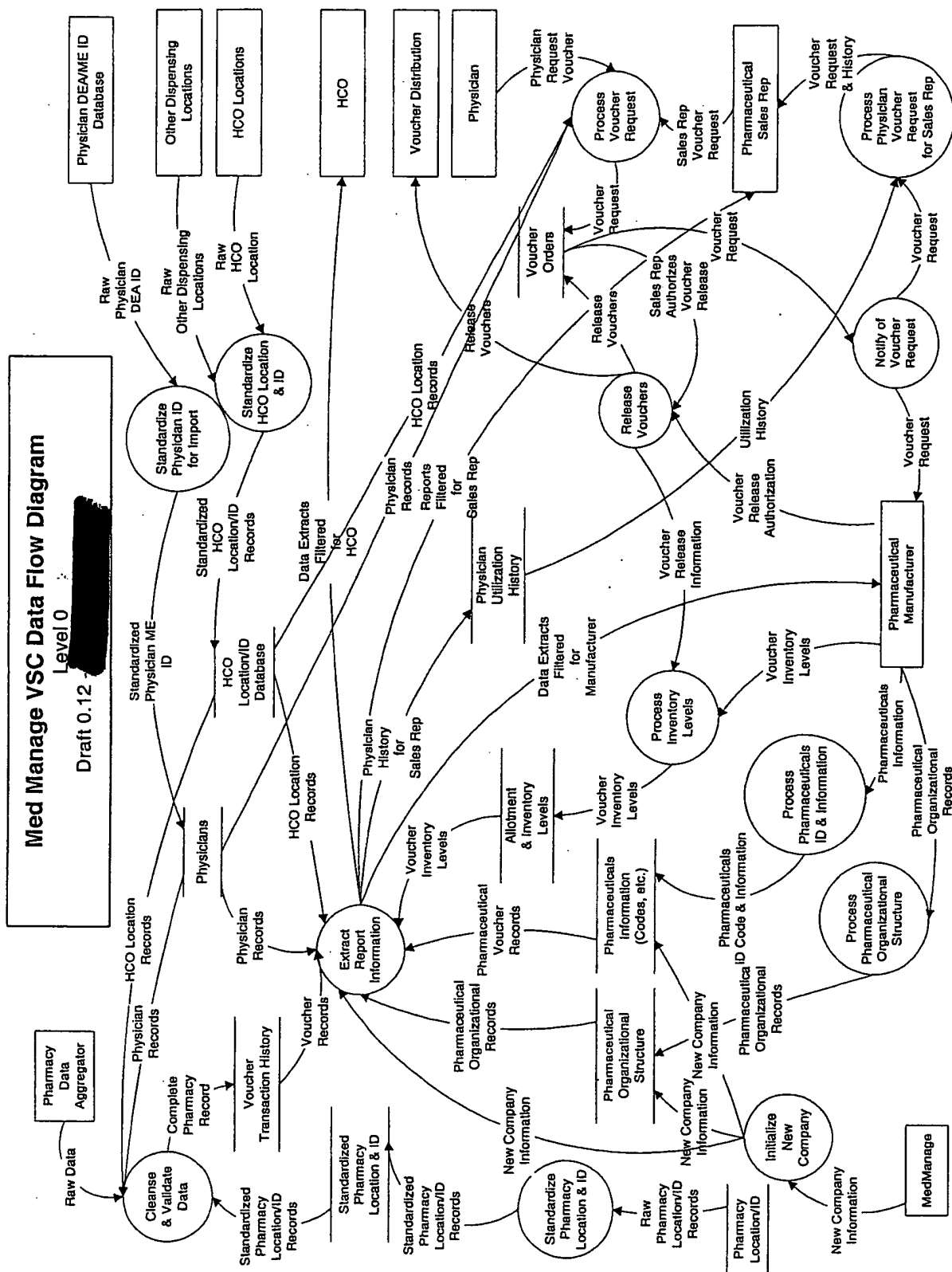
### **Standardization**

Changes raw data entry information to match a specified, consistent format.

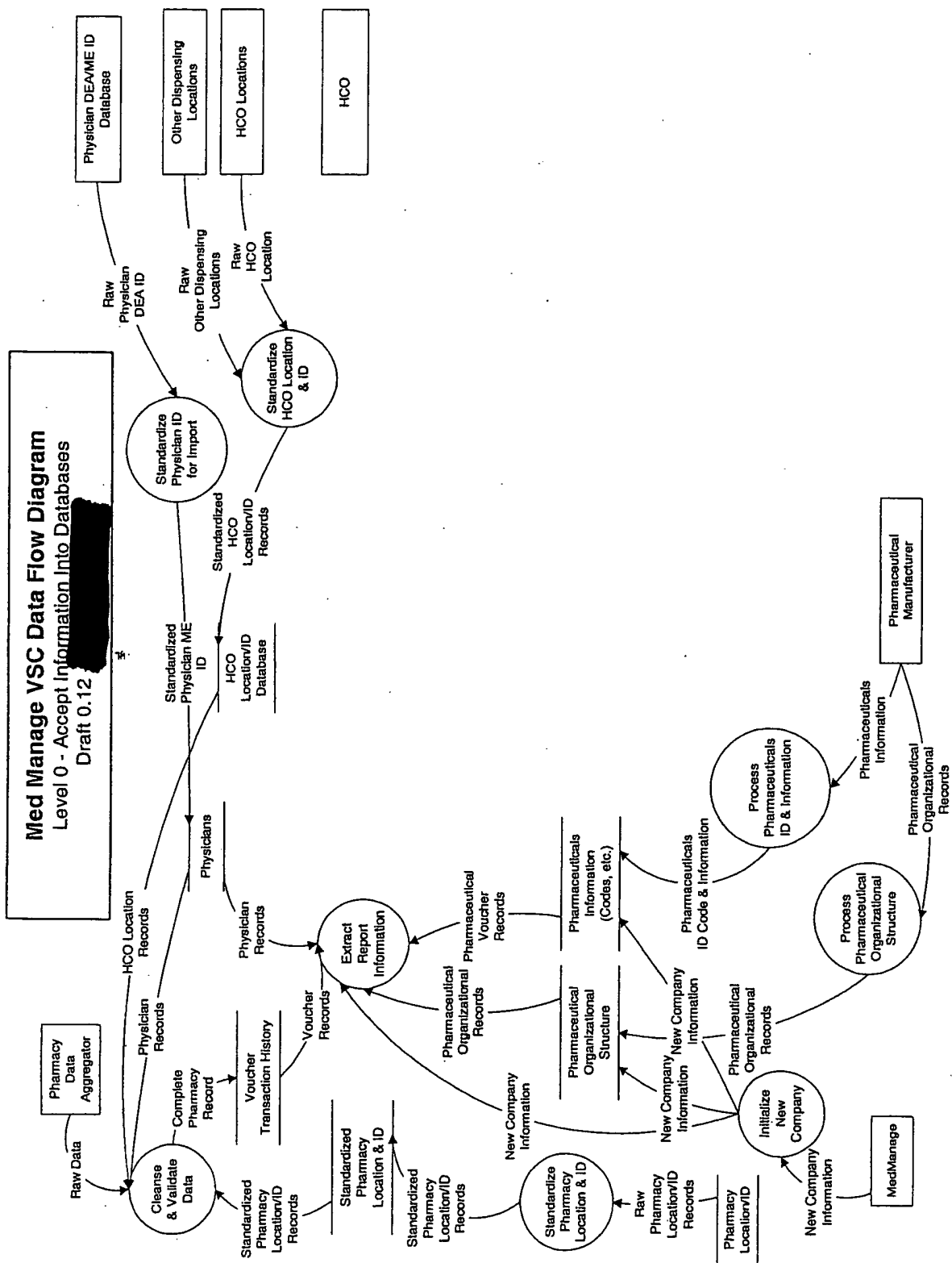
# Appendix B – VSC Context Diagram



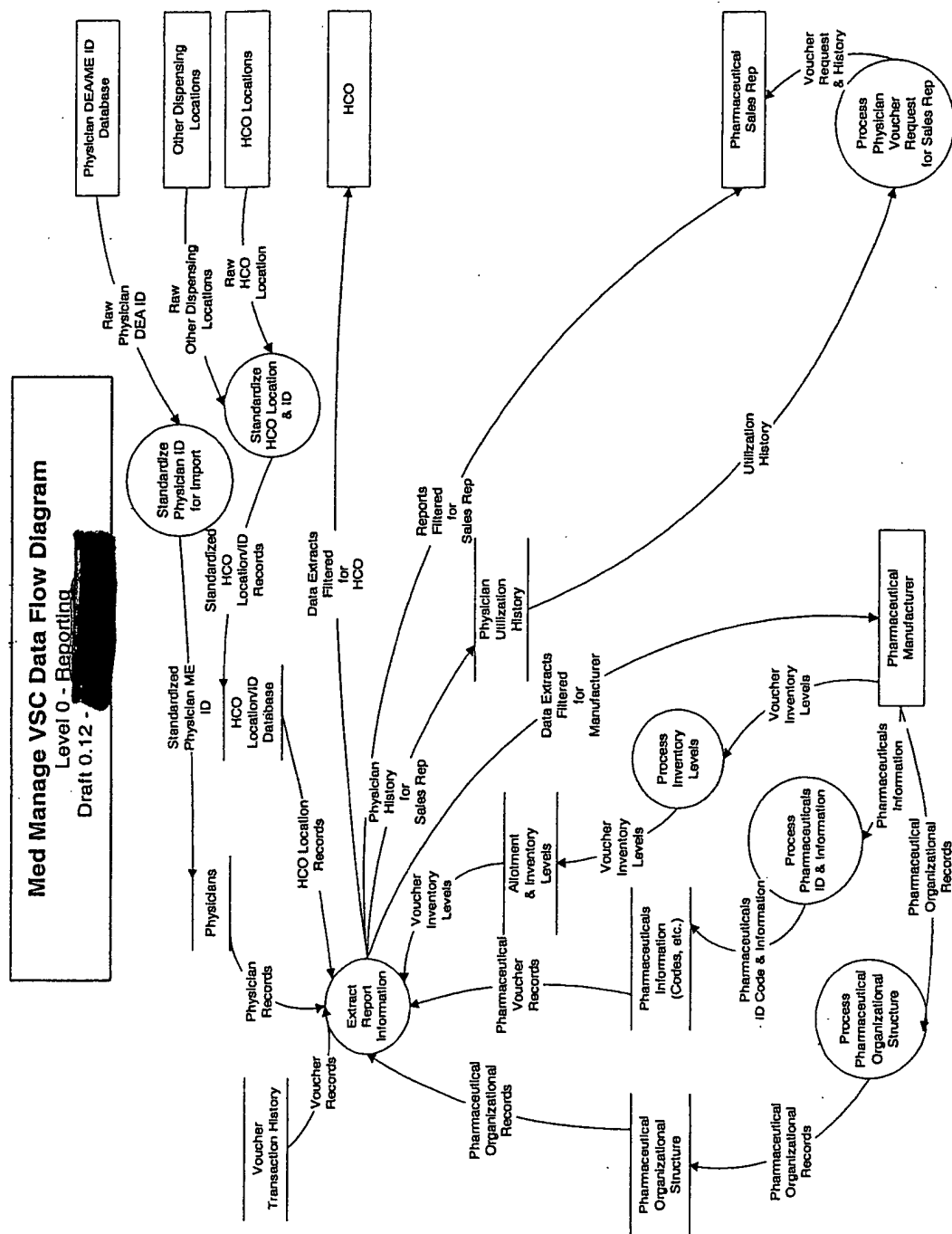
## Appendix C – VSC Level 0 Data Flow Diagrams



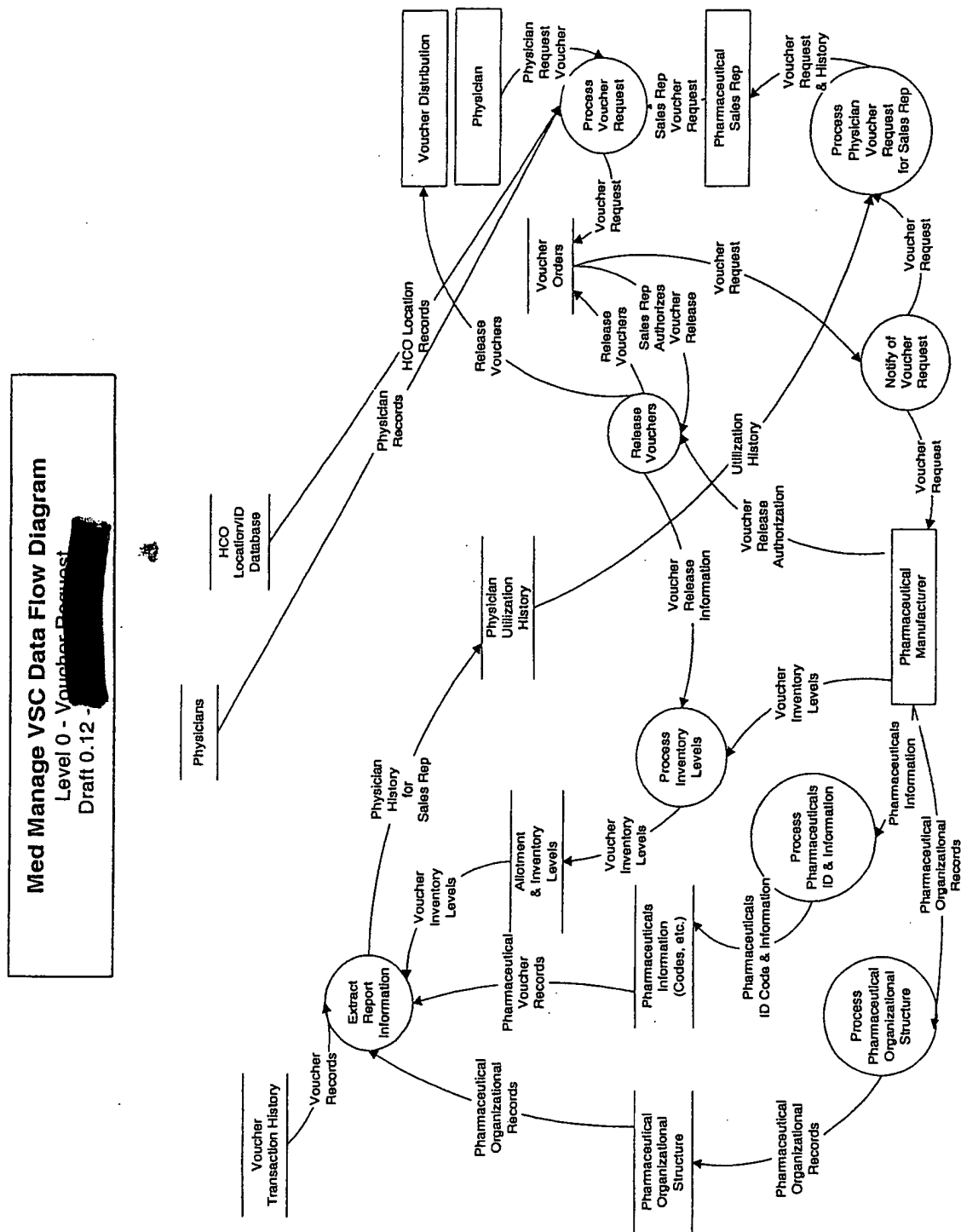
**Med Manage VSC Data Flow Diagram**  
Level 0 - Accept Information Into Databases  
Draft 0.12



## Appendix C – VSC Level 0 Data Flow Diagrams



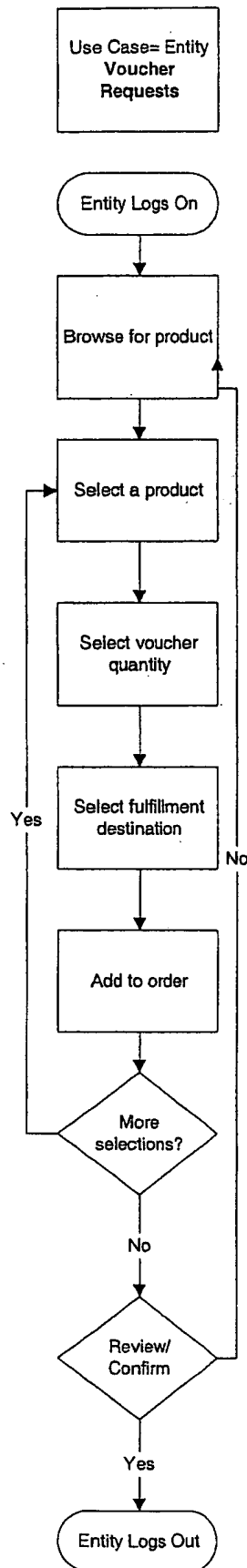
## Appendix C – VSC Level 0 Data Flow Diagrams



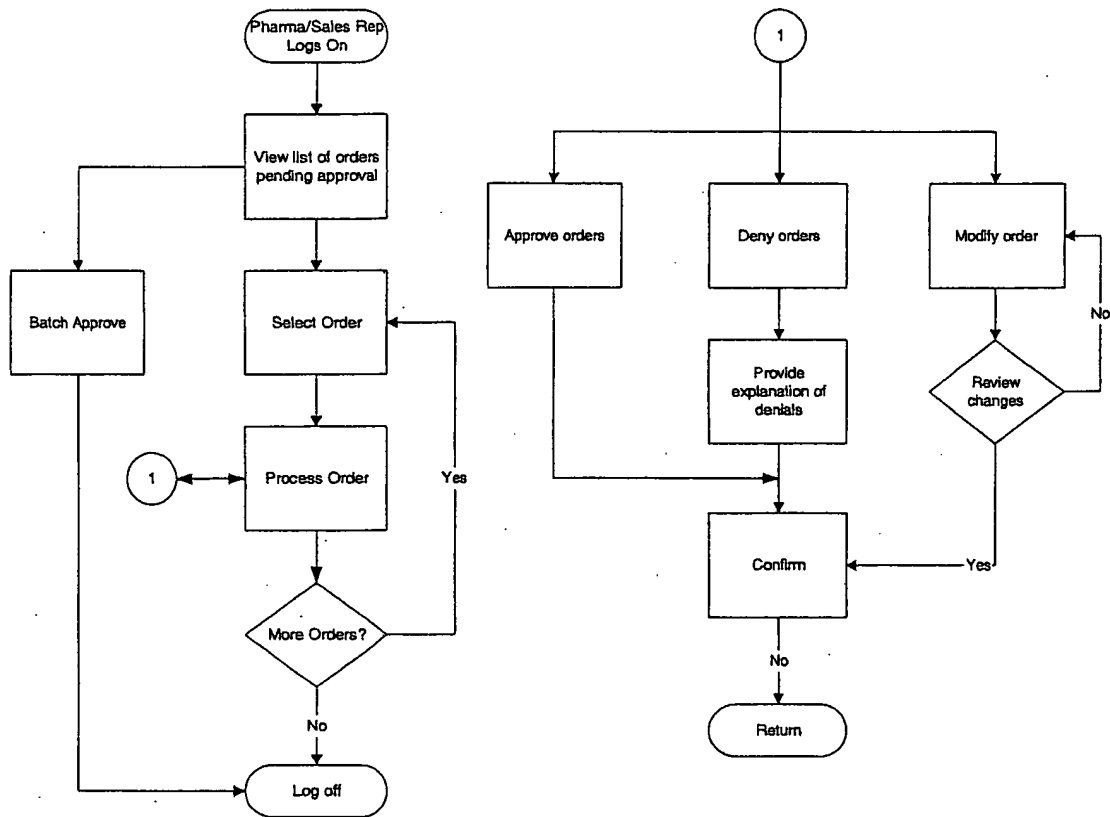


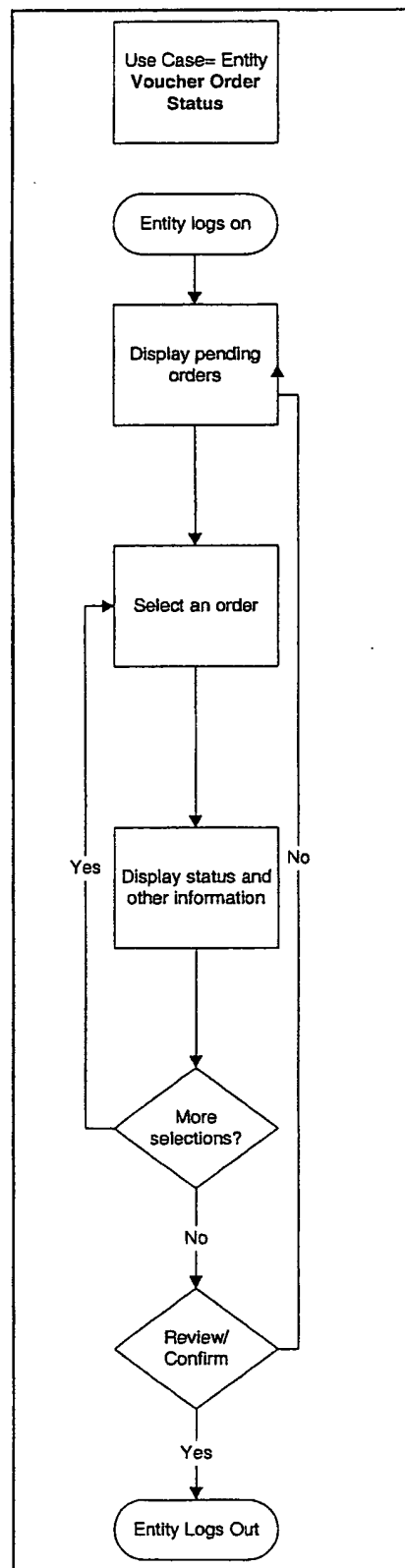
## Appendix D – Use Case Diagrams

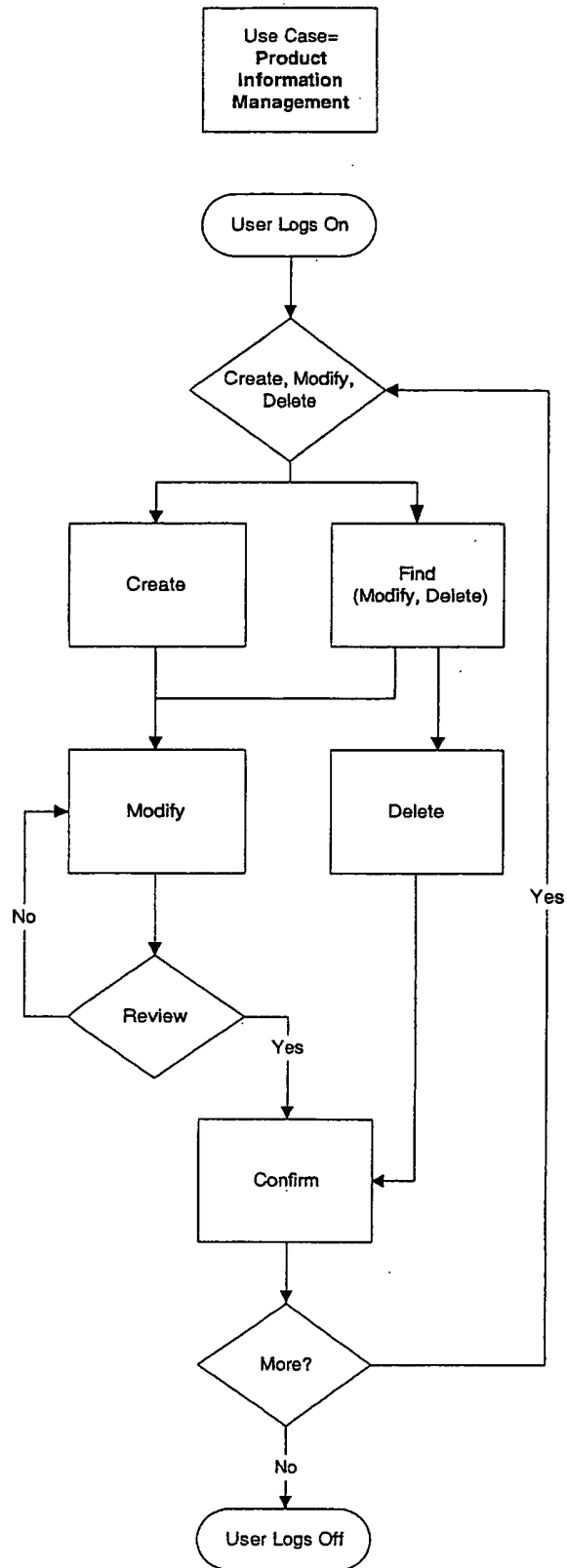
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- Voucher approval
- Voucher order status
- Product information management
- HCO user management
- Doctor profile self-management
- Client management
- Pharma Sales Rep management

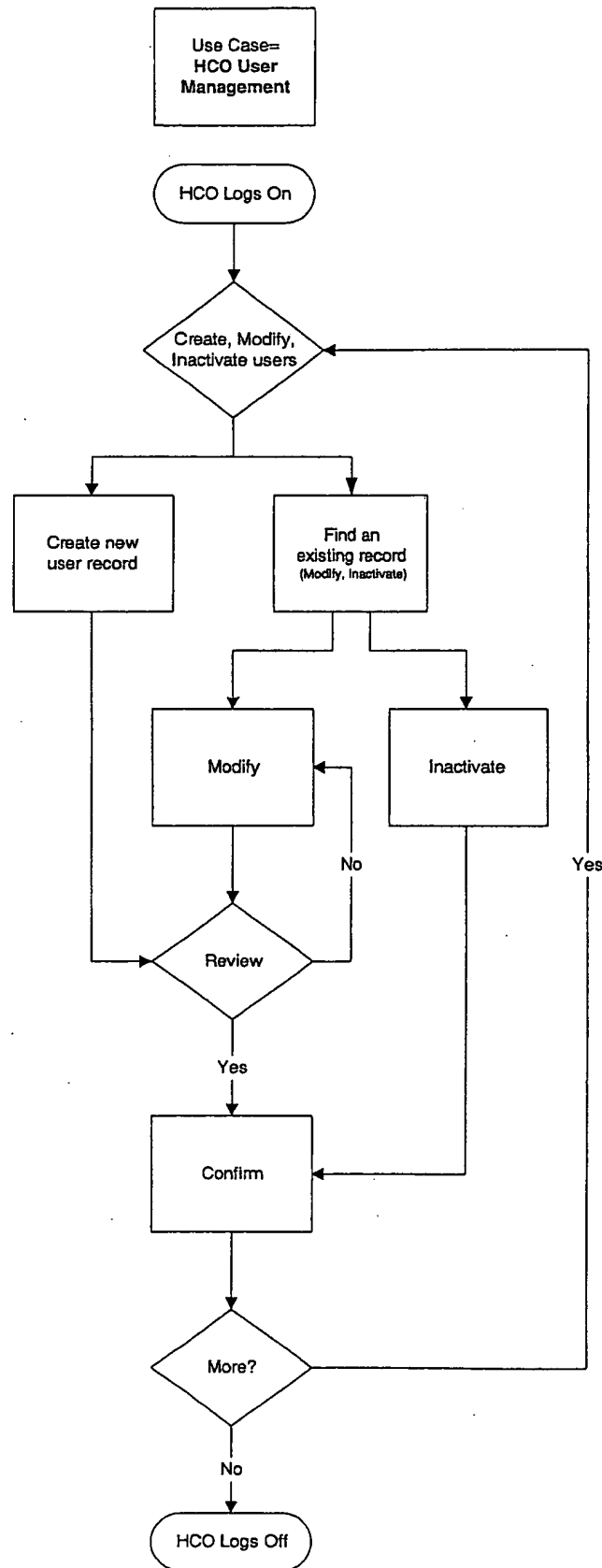


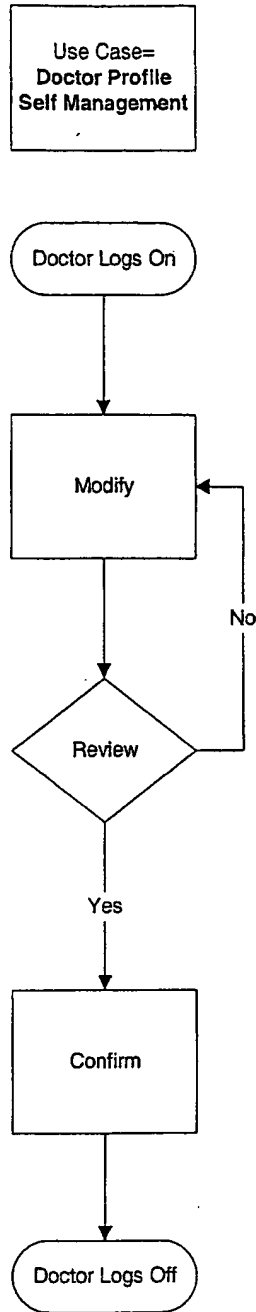
Use Case=  
Voucher Request  
Approval

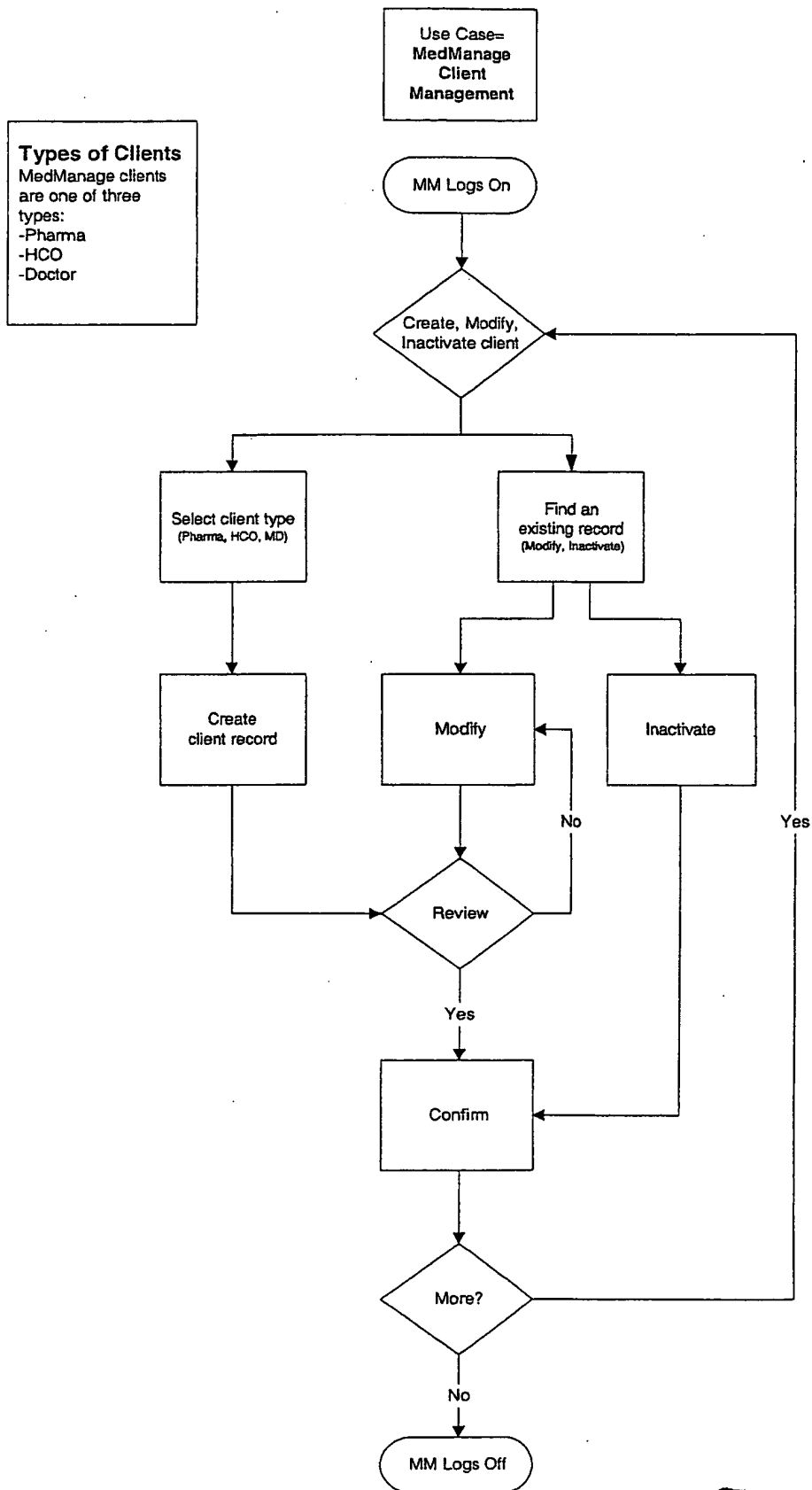


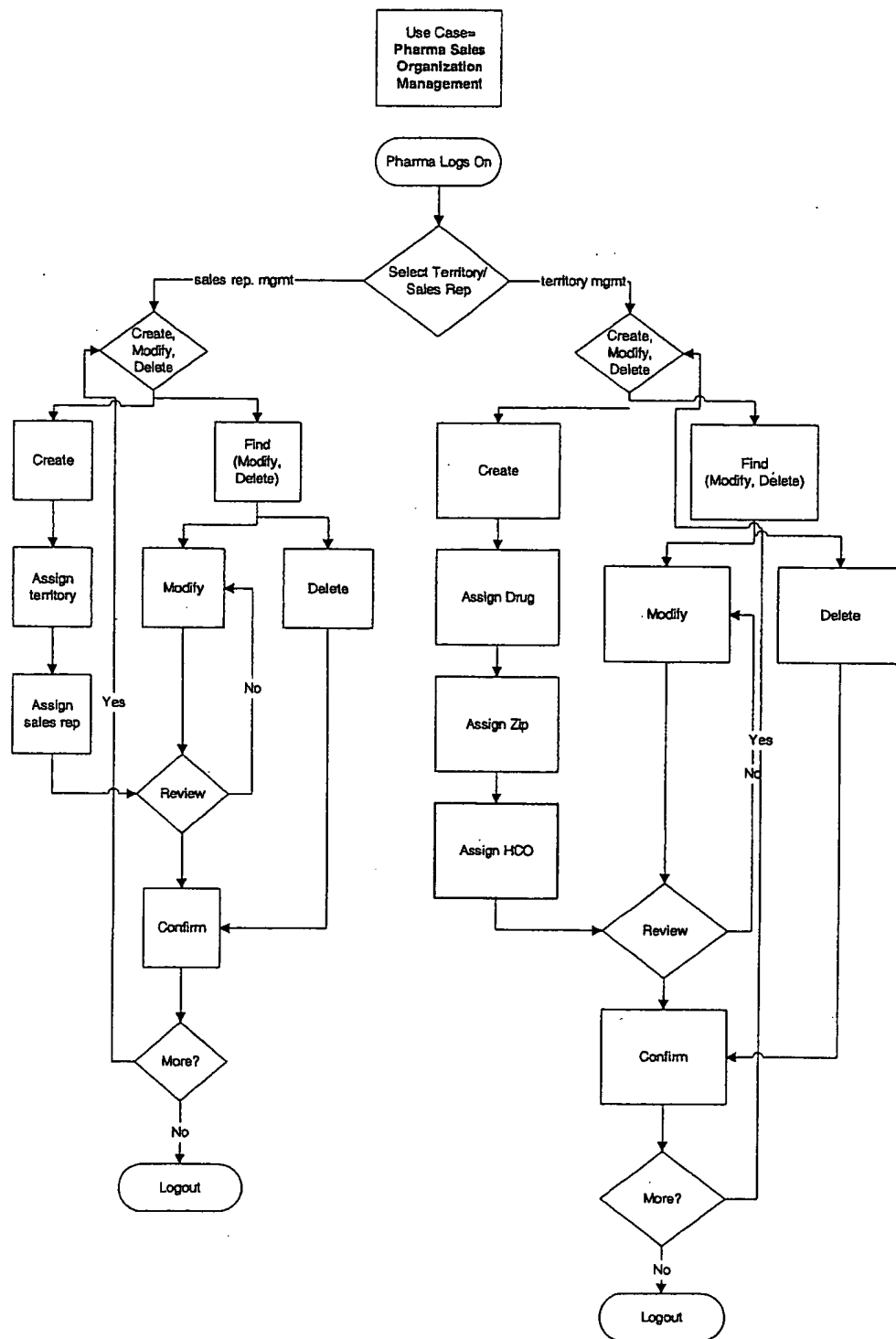












# **EXHIBIT B**

# Information Flow and Detailed Use Cases

Prepared by MPL2.com



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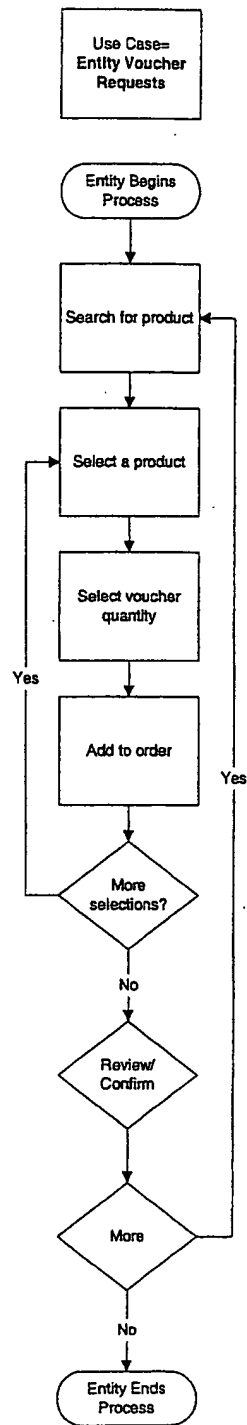
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## Use Case: Entity Request Vouchers

### Information Flow:

1. User begins process with username and password.
2. User selects a product either by browsing an alphabetized list of all products, or by searching on at least one of the following criteria:
  - Generic name
  - Trade name
  - Therapeutic class by description
  - Manufacturer
3. User selects a product.
4. User selects a voucher quantity.
5. User adds selected product and quantity to order.
6. User decides whether or not to select more products:
  - If yes, user can return to original result set, execute a new search, or browse product list. Iterative loop continues until order is complete.
  - If no, user proceeds.
7. User reviews order and confirms. User can change shipping address here:
  - If order is correct, user ends process.
  - If order is incorrect, user makes appropriate changes and ends process.

Use Case:



## Use Case: Pharma Voucher Approval

### Information Flow:

The following steps are taken to determine whether a Pharma will batch approve or individually approve request:

1. Pharma begins process with username and password
2. Pharma views voucher requests (orders) pending approval. Details shown for each order include:
  - HCO
  - Name of requester
  - Date requested
  - Name of person receiving vouchers
  - Address and phone number of person receiving vouchers
  - Name and quantity of products requested
3. Pharma decides whether to **batch approve** orders or **approve orders individually**.

### BATCH APPROVE

Pharma decides to batch approve orders:

1. The Pharma sees a warning if they are approving a quantity of vouchers that exceeds a set limit.
2. The Pharma must be able to print the orders they've batch approved.
3. Once batch approval is complete, the Pharma ends process.

### APPROVE ORDERS INDIVIDUALLY

Pharma decides to approve orders individually:

1. Select order.
2. Choose Process order (see process order information flow).
3. Decide whether or not to process more orders:
  - If yes, return to select order.
  - If no, end process.

The following steps are taken to determine when a Pharma decides whether to **approve**, **deny**, or **modify** an order:

### APPROVE

To approve an order:

1. Select approve.
2. Confirm:
  - If yes, Pharma returns to selecting orders in the Voucher Approval process.
  - If no, Pharma returns to order.

### DENY

To deny an order:

1. Select deny.
2. Provide an explanation of denial.
3. Confirm:
  - If yes, Pharma returns to selecting orders in the Voucher Approval process.
  - If no, Pharma returns to order.

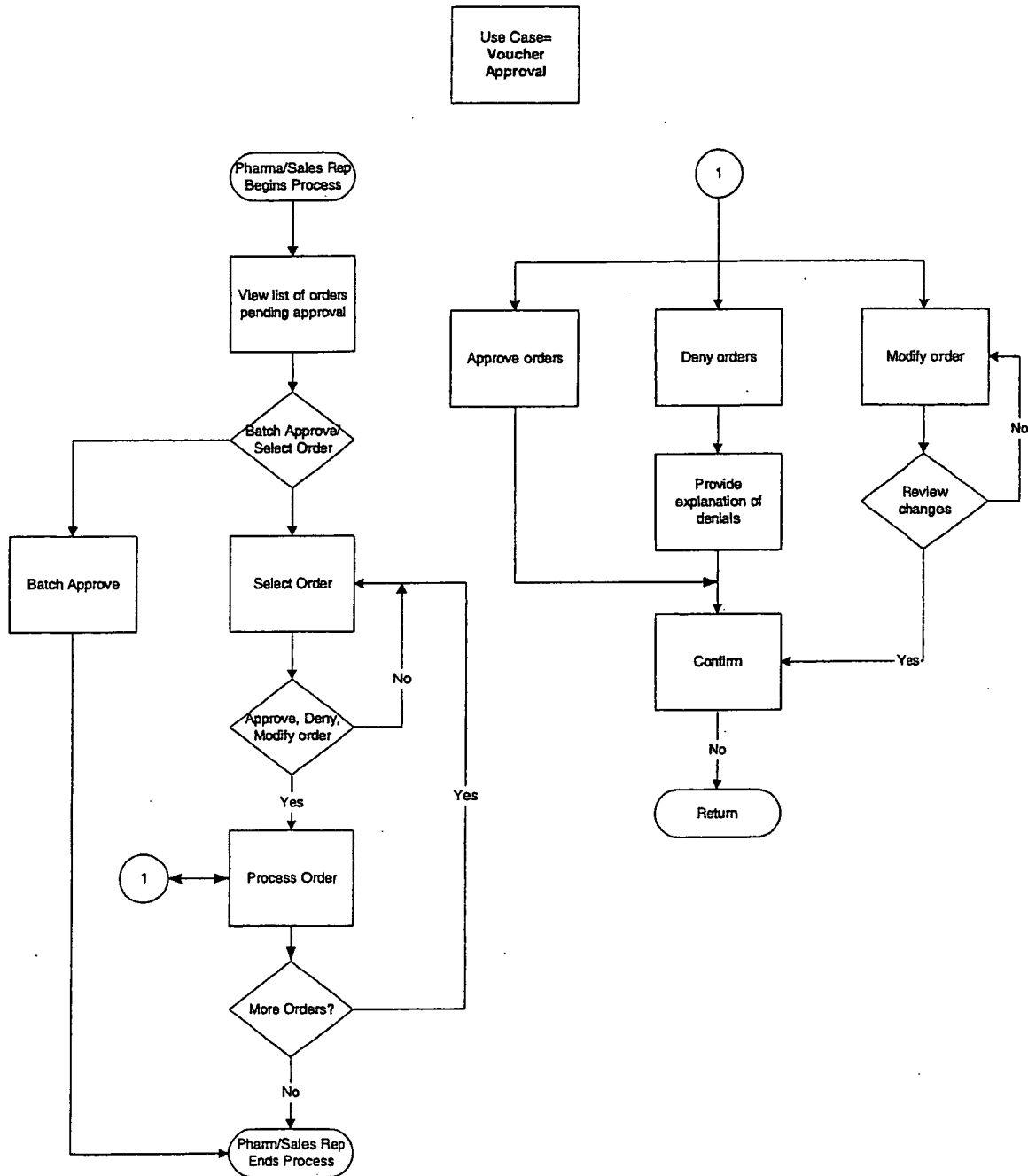
### MODIFY

To modify an order:

1. Select modify.
2. Make modifications to quantity requested only.

3. Provide explanation of modification.
4. Confirm:
  - If yes, Pharma returns to selecting orders in the Voucher Approval process.
  - If no, Pharma returns to order.

**Use Case:**

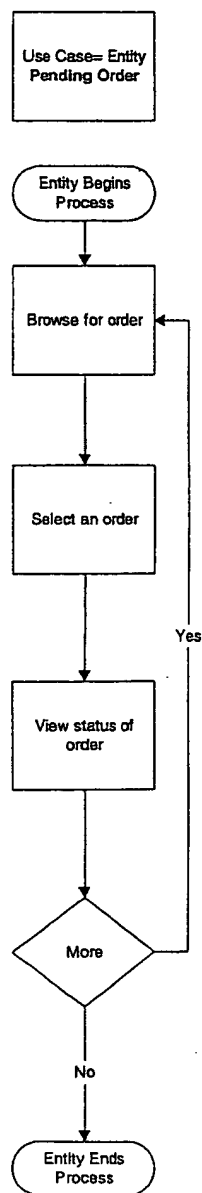


## Use Case: Entity Pending Order

### Information Flow:

1. Entity begins process.
2. Entity locates order by date requested.
3. Entity selects order.
4. Entity views order status.
5. Entity decides whether or not to view more orders:
  - If yes, entity returns to searching for an order.
  - If no, entity ends process.

### Use Case:



## Use Case: Pharma Product Information Management

### Information Flow:

Pharma users can **add** marketing information to a product or **modify** product information.

Steps for MM User to add marketing information or to modify product information:

1. Pharma User begins process with username and password.
2. Pharma User locates a product by its trade name.
3. Pharma User decides whether to add marketing information or to modify product information.

### ADD

The following marketing information is required:

- Company logo (upload)
- Pharmaceutical product logo (upload)
- Cover pad graphics
- Pharmaceutical product Web site URL
- Tag lines (up to 4 allowed)

Pharma User reviews record:

- If everything is correct, Pharma User confirms.
- If modifications are necessary, Pharma User modifies record.

Pharma User decides whether to add marketing information to more products:

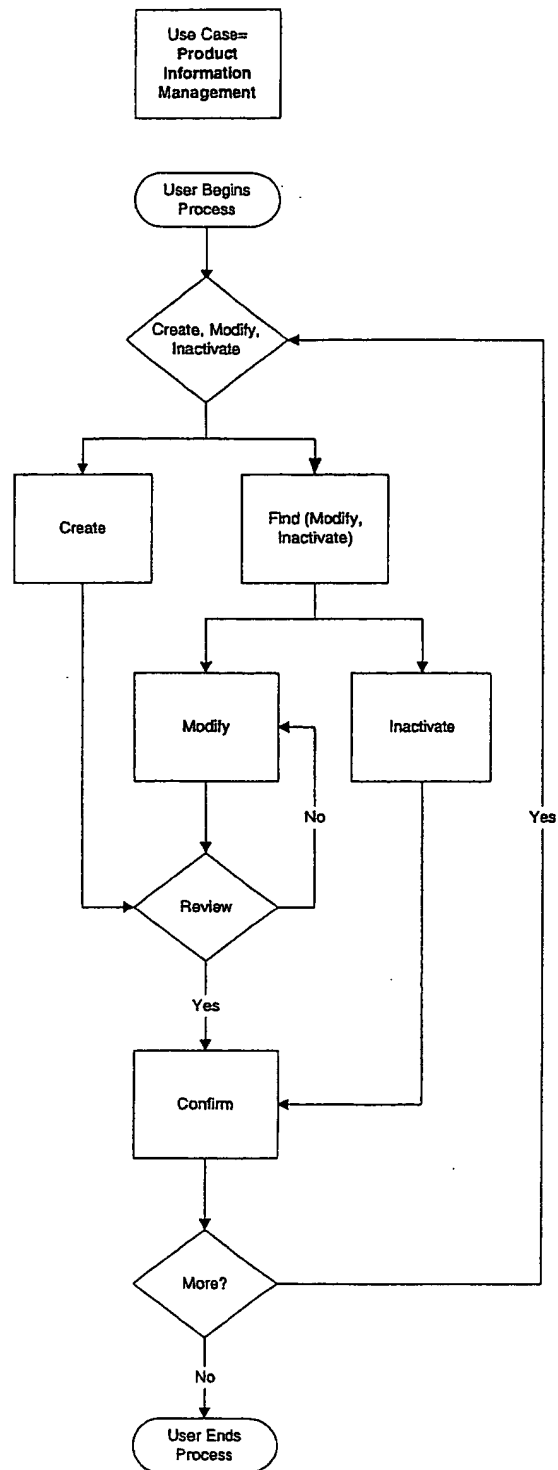
- If yes, return to selecting a product.
- If no, end process.

### MODIFY

The following steps are taken to modify product information:

1. Pharma User locates a product by its trade name.
2. Pharma User can modify these fields in a product record:
  - Maximum quantity allowed.
3. Pharma User reviews record:
  - If everything is correct, Pharma User confirms.
  - If modifications are necessary, Pharma User modifies record.
4. Pharma User decides whether to modify more records:
  - If yes, return to selecting a product record.
  - If no, end process.

Use Case:

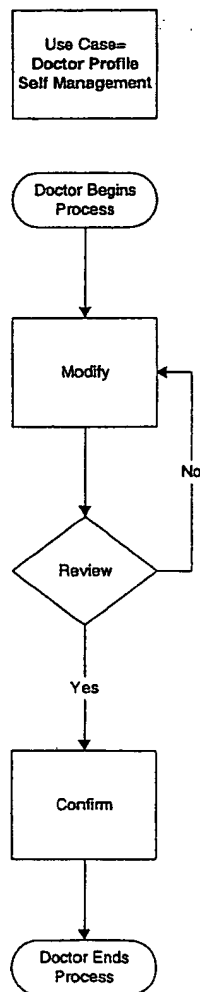


## Use Case: Doctor Profile Self Management

### Information Flow:

1. Doctor begins process.
2. Doctor selects "update profile" option.
3. Doctor makes modifications to profile. All fields can be modified except ME# and DEA.
4. Doctor reviews profile:
  - If changes are necessary, doctor returns to profile to make necessary modifications.
  - If changes are acceptable, doctor confirms.
5. Doctor ends process.

### Use Case:



## Use Case: MedManage Client Management

### Information Flow:

1. MM user begins process with username and password.
2. MM user decides whether to create, modify, or inactivate client records.
3. MM user **selects client type from the following:**
  - **Pharma**
  - **HCO**
  - **Doctor**

### CREATE

To create a new client record, the steps are different for Pharma and HCO/Doctor:

#### PHARMA

To create a Pharma record, the following information is required (see below for details on each):

1. General
2. Voucher Claims Processing
3. Manufacturer
4. Financial
5. Claims Data Reporting
6. Vendor Storage and Distribution

Once these 6 steps are completed, MM enters product information for this Pharma.

- See **Pharma Product Info Management Use Case**.

#### 1: General

Enter the following general information:

- Contract number
- Date contract signed
- Effective date of contract
- Dispensing fee
- Voucher fee
- Advance payment amount
- Cost of drug (percentage of AWP)

#### 2: Voucher Claims Processing

Voucher claims per billing cycle	Per processed Voucher/Claim electronically submitted
Less than 250, 000	
250, 001-500, 000	
500,001-800,000	
800,001-1,000,000	
1,000,001-plus	

#### 3: Manufacturer

The following information is needed about the manufacturer:

1. Enter the following manufacturer information:
  - Corporate name (as it should appear on contract)
  - Corporate address
  - City
  - State

- Zip
  - Phone
  - Web site
  - Primary Contact
  - Title
  - Address (if different from above)
  - City
  - State
  - Zip
  - Phone
  - Fax
  - Email
2. Then select a Type of Business:
- MedSample--All HCO participation
  - MedSample--HCO specific (List name of each HCO if this choice is selected.)
  - MedSample--Custom Manufacturer Program

#### **4: Financial**

Enter the following financial information:

- Primary Contact
- Title
- Phone
- Fax
- Email
- Address for Invoices
- City
- State
- Zip

#### **5: Claims Data Reporting**

The following steps are needed for Claims Data Reporting:

1. MedSample Standard Reports (select from the following):
  - Group utilization--Physician data by group
  - Pharmacy utilization--Pharmacy data by network
2. Custom Reports (enter up to 8 descriptions)
3. Format (select from the following)
  - Zip
  - CD
  - Download
  - Paper (if selected, ship-to address must be provided)

#### **6: Voucher Storage and Distribution**

Please provide the following information about where the vouchers will be stored and distributed from:

1. Where will vouchers be stored? (select one of the following):
  - MM distribution center
  - Pharma distribution center
  - Mfg. Representative home/storage
  - HCO
2. Physical Location:
  - Address
  - City
  - State
  - Zip Code
  - Phone
  - Fax
  - Email

- Primary Contact
- Title

Once all of the above information is complete, MM enters product information for this Pharma. See **Pharma Product Info Management Use Case**.

## **HCO and DOCTOR**

To create a HCO or DOCTOR records, the following information is required (see below for details on each):

1. **Corporate Demographics**
2. **Contacts**
3. **Sales Collateral**
4. **Drug Sample Formulary**

### **1: Corporate Demographics:**

The following information is required for creation of HCO or doctor records:

- Name of organization
- Address
- Phone
- Fax
- Web site
- # of physicians
- # of clinics/sites
- # of lives
- Date samples are locked out
- Date set for MedSample rollout
- Clinic Sweep date

### **2: Contacts**

The following contact information is required to create new HCO or doctor records:

1. **Primary**
  - Name
  - Title
  - Phone
  - Fax
  - Email
2. **Pharmacy Director**
  - Name
  - Title
  - Phone
  - Fax
  - Email
3. **Medical Director**
  - Name
  - Title
  - Phone
  - Fax
  - Email
4. **Accounts Payable**
  - Name
  - Title
  - Phone
  - Fax

- Email
- 5. Information Technology**
- Name
  - Title
  - Phone
  - Fax
  - Email

### **3: Sales Collateral**

The following information is needed for sales collateral:

- Contact Person
- Title
- Phone
- Fax
- Email

Mail-to information must be specified:

- Collateral Mailed To (must be street address, no PO Box)
- Address
- City
- State
- Zip

Sales Collateral	Quantity Requested
Announcement cards	
Posters	
Display boxes	
Patient brochure	
Prescriber instructions	

### **4: Drug Sample Formulary**

MM user enters the following information for all drugs requested by the HCO:

- 5-4-2 sequence
- Trade name
- Generic name
- Therapeutic class code
- Therapeutic class phrase
- Form
- Strength
- Comments

### **MODIFY**

To **modify** a client record

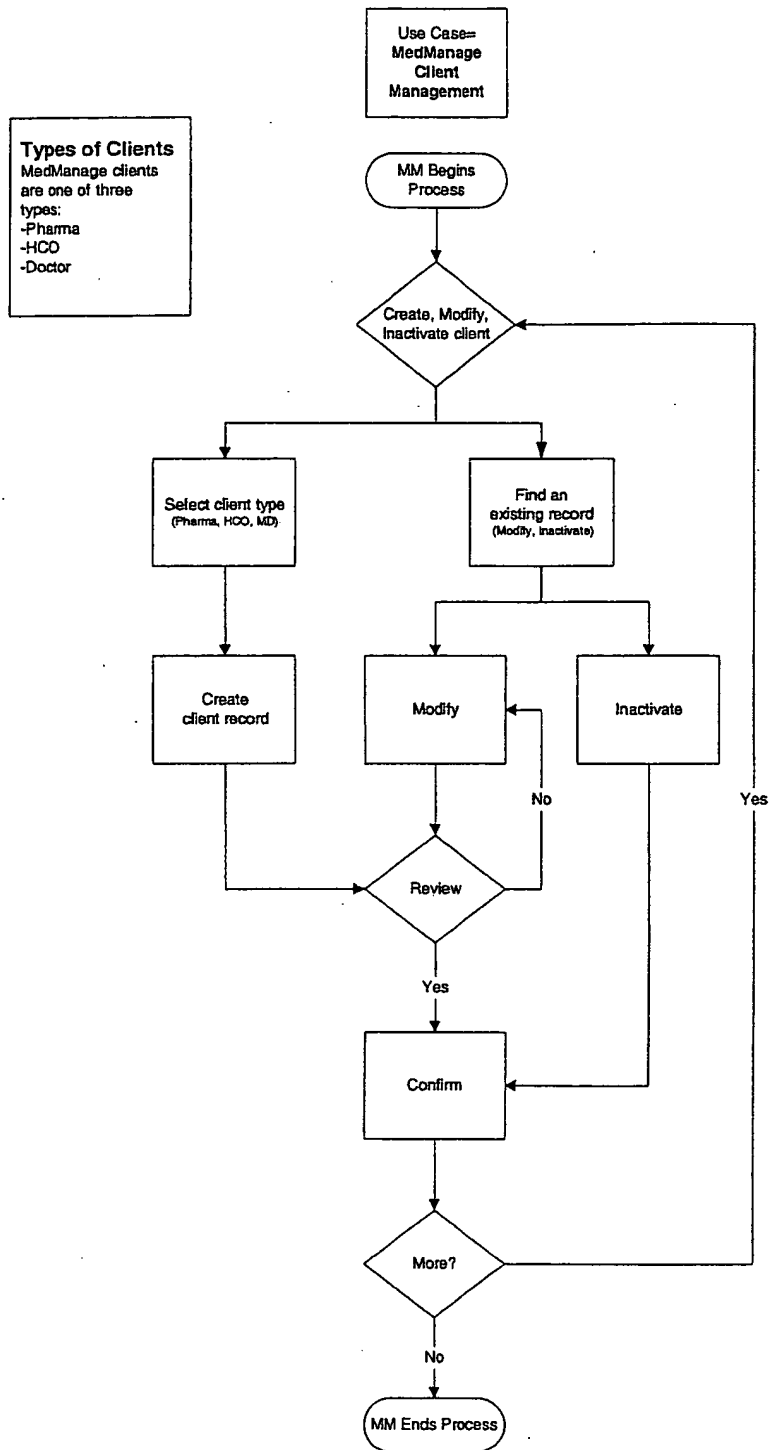
1. MM user locates record by client's name or the contract number.
2. The following fields can be modified:
3. MM user reviews modifications:
  - If more modifications are necessary, MM user returns to record and makes modifications.
  - If modifications are correct, MM user confirms changes.
4. MM user decides whether or not to modify more records:
  - If yes, MM user returns to finding a record.
  - If no, MM user ends process.

## **INCATIVATE**

To **inactivate** a client record

1. MM user locates record by client's name or the contract number.
2. MM user selects inactivate.
3. MM user reviews inactivation:
  - If yes, MM user confirms inactivation.
  - If no, MM user returns to locating a product.
4. MM user decides whether or not to inactivate more records:
  - If yes, MM user returns to finding a record.
  - If no, MM user ends process.

Use Case:



## Use Case: MedManage Product Information Management

### Information Flow:

MedManage (MM) User can **create**, **modify**, and **inactivate** pharmaceutical product information.

Steps for MM User to create, modify, or inactivate information:

- MM User begins process with username and password.
- MM User decides whether to create, modify, or inactivate a product record.

### CREATE

To create a product record, the following product information is required:

- 5-4-2 code
- Trade name
- Generic name
- Therapeutic class code
- Therapeutic class phrase
- Form
- Strength
- Maximum quantity allowed
- Average wholesale price
- Status
- Order limit

MM User reviews record:

- If everything is correct, MM User confirms.
- If modifications are necessary, MM User modifies record.

MM User decides whether to create more records:

- If yes, return to creating a record.
- If no, end process.

### MODIFY

To modify an existing record, take the following steps:

1. MM User locates a product by its trade name.
2. MM User can modify these fields in a product record:
  - Maximum quantity allowed
  - Average wholesale price
  - Status
  - Order limit
3. MM User reviews record:
  - If everything is correct, MM User confirms.
  - If modifications are necessary, MM User modifies record.
4. MM User decides whether to modify more records.
  - If yes, return to selecting a product record.
  - If no, end process.

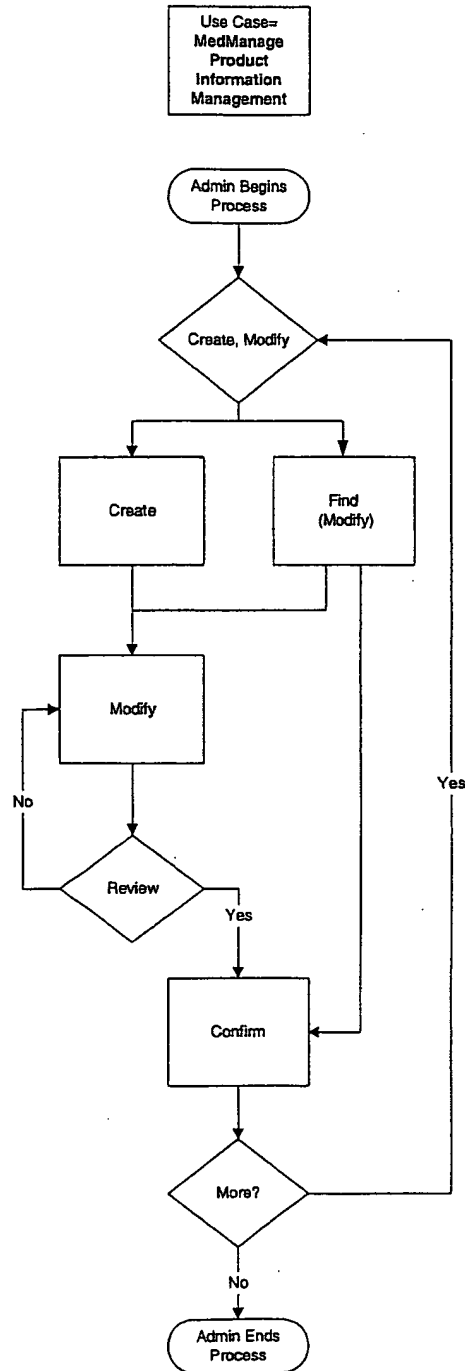
### INACTIVATE

To inactivate an existing record, take the following steps:

1. MM User locates a product by its trade name.
2. MM User can inactivate a product. No fields can be deleted.
3. MM User reviews inactivation:
  - If the inactivation is confirmed, MM User either ends the process or selects another product.

- If the MM User does not want to inactivate the product, the MM User cancels the inactivation then ends the process or selects another product.

**Use Case:**



## Use Case: HCO Location Management

### Information Flow:

An HCO User can **create, modify, or inactivate** clinic records.

#### CREATE

To create a clinic record, the following information is required:

- Clinic name
- Address 1
- Address 2
- City
- State
- Zip
- Phone
- Fax
- Sampling Admin Contact Name
- Sampling Admin Contact Phone
- Sampling Admin Contact Fax
- Sampling Admin Contact Email

HCO User reviews the record:

1. If everything is correct, HCO User confirms.
2. If modifications are necessary, HCO User modifies record.

HCO User decides whether to create more records:

- If yes, return to creating record
- If no, end process

#### MODIFY

To modify an existing record, HCO User locates a clinic by its name:

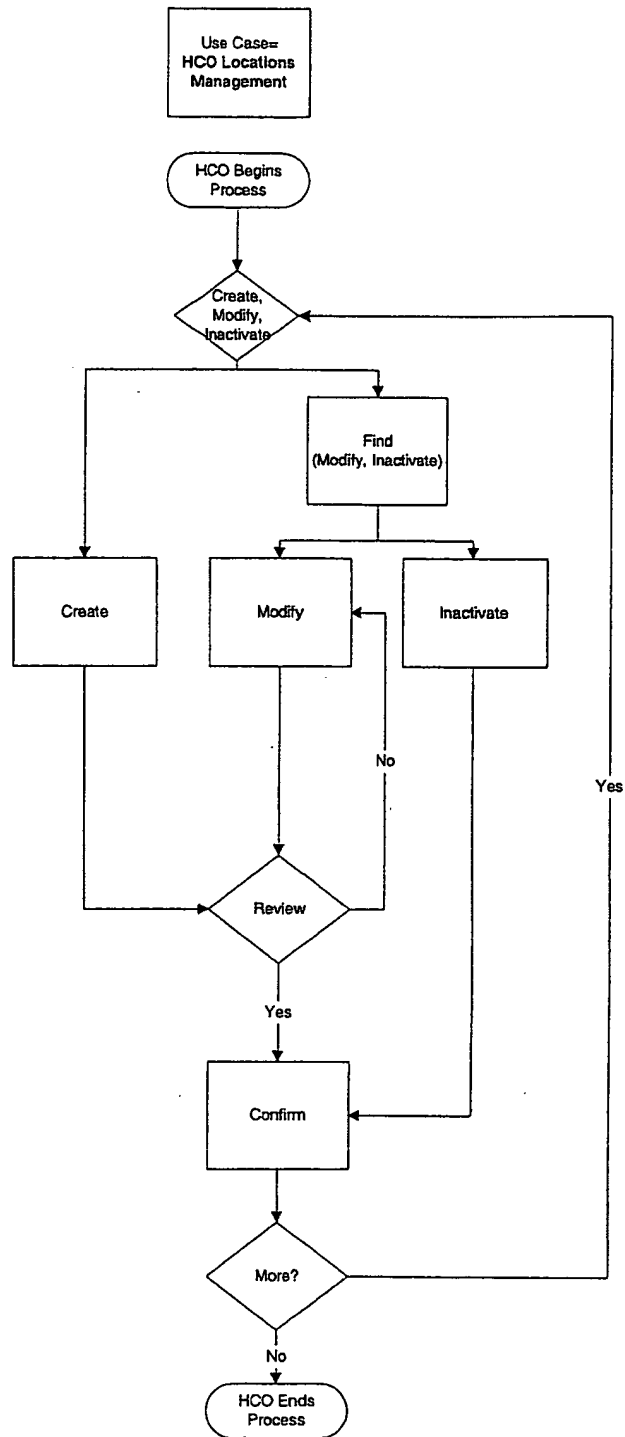
1. HCO User can modify any field in a clinic record.
2. HCO User reviews record:
  - If everything is correct, HCO User confirms.
  - If modifications are necessary, HCO User modifies record.
3. HCO User decides whether to create more records:
  - If yes, return to creating record.
  - If no, end process.

#### INACTIVATE

To inactivate an existing record, HCO User locates a clinic by its name.

1. HCO User can inactivate a clinic – no fields can be deleted.
2. HCO User reviews inactivation:
  - If the inactivation is confirmed, HCO User either ends the process or selects another clinic.
  - If the HCO User does not want to inactivate the clinic, the HCO User cancels the inactivation then ends the process or selects another clinic.

Use Case:



## Use Case: HCO Physician Management

### Information Flow:

An HCO can **create**, **modify**, or **inactivate** physician records.

#### CREATE

To create a physician record, the following information is required:

- Physician Name
- Specialty
- DEA
- ME#
- Clinic

HCO reviews record:

- If everything is correct, HCO confirms.
- If modifications are necessary, HCO modifies record.

HCO decides whether to create more records:

- If yes, return to creating a record.
- If no, end process.

#### MODIFY

To modify an existing record, HCO locates a physician by name or by clinic.

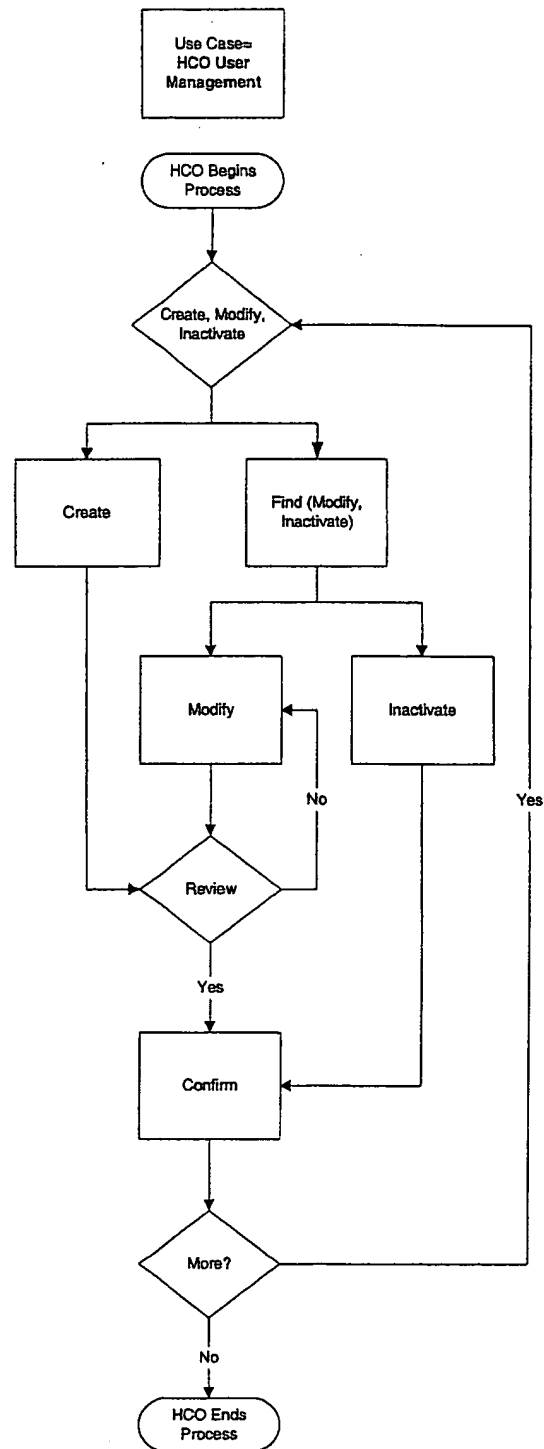
1. HCO can modify Name, Specialty, and Clinic in a physician record.
2. HCO reviews record:
  - If everything is correct, HCO confirms.
  - If modifications are necessary, HCO modifies record.
1. HCO decides whether to modify more records:
  - If yes, return to selecting a clinic record.
  - If no, end process.

#### INACTIVATE

To inactivate an existing record, HCO locates a physician by name or by clinic.

1. HCO can inactivate a physician. No fields can be deleted.
2. HCO reviews inactivation.
  - If the inactivation is confirmed, HCO either ends the process or selects another physician.
  - If the HCO does not want to inactivate the physician, the HCO cancels the inactivation then ends the process or selects another physician.

Use Case:



## Use Case: Pharma Sales Organization Management: Location Management

### Information Flow:

Pharma user begins process.

Pharma user decides to work on one of the following: market, area, region, district, territory.

Pharma user decides to create, modify, or inactivate the kind of record they've selected.

### CREATE

To create a sales territory, Pharma user:

1. Selects one or more drugs.
2. Enters a zip code range.
3. Enters any zip codes in the range that must be excluded.
4. Assigns one or more HCOs (this is optional).
5. Names the territory.

To create a district, Pharma user

1. Selects one or more territories.
2. Names the district.

To create a region, Pharma user

1. Selects one or more district.
2. Names the region.

To create an area, Pharma user

1. Selects one or more regions.
2. Names the area.

To create a market, Pharma user

1. Selects one or more areas.
2. Names the market.

Pharma user reviews record.

- o If everything is correct, Pharma user confirms.
- o If modifications are necessary, Pharma user modifies record.

Pharma user decides whether to create more records.

- o If yes, return to creating a record.
- o If no, end process.

### MODIFY

To modify an existing record, Pharma user locates a location by name.

All fields in a location record can be modified.

- o Pharma user reviews record.
- o If everything is correct, Pharma user confirms.
- o If modifications are necessary, Pharma user modifies record.

Pharma user decides whether to modify more records.

- o If yes, return to selecting a location record.
- o If no, end process.

### INACTIVATE

To inactivate an existing record, Pharma user locates a location by name.

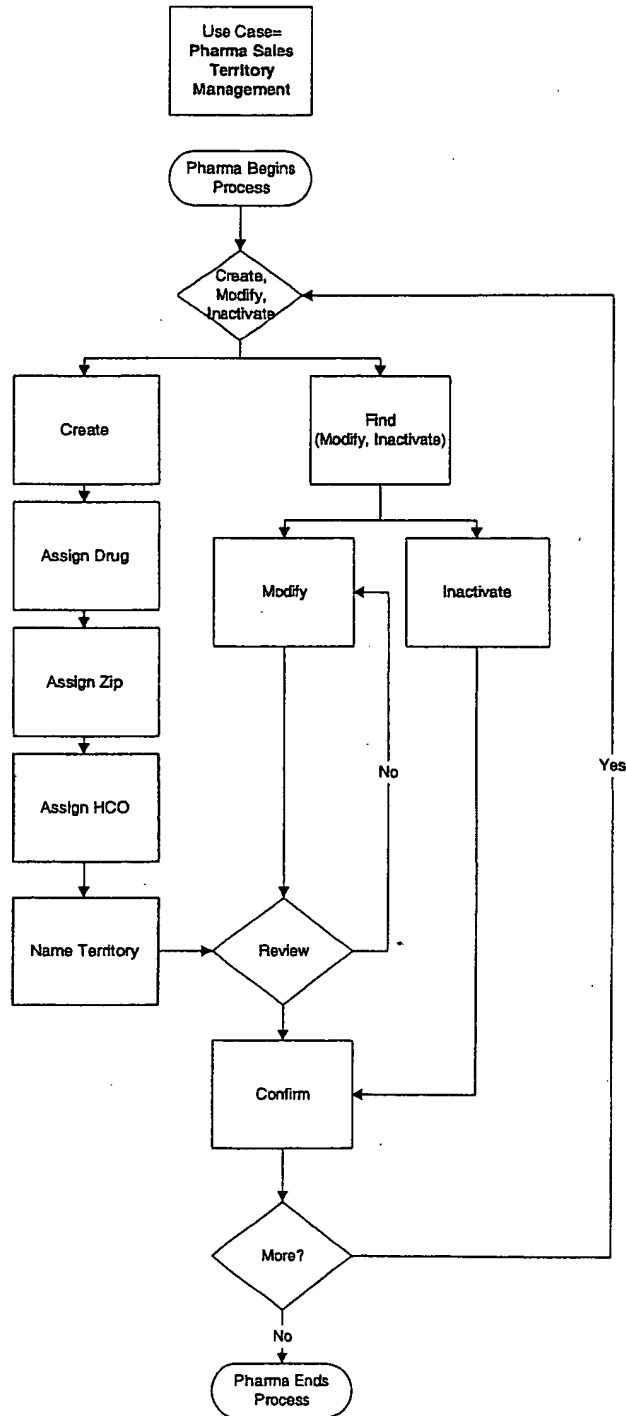
Pharma user can inactivate a location. No fields can be deleted.

Pharma user reviews inactivation.

- o If the inactivation is confirmed, Pharma user either ends the process or selects another location.

If the Pharma user does not want to inactivate the location, the Pharma user cancels the inactivation then ends the process or selects another location.

### Use Case:



## Use Case: Pharma Sales Organization Management: Employees

### Information Flow:

1. Pharma user begins process.
2. Pharma user decides whether to **create, modify, or delete** employee record.

### CREATE

The following steps are used to create a new record:

1. The following information is required:
  - Name
  - Address
  - Phone
  - Cell phone
  - Pager
  - Fax
  - Email
  - Title
2. If the employee is a sales rep, pharma user assigns sales rep to one or more territories.
3. Pharma user reviews record.
  - If everything is correct, Pharma user confirms.
  - If modifications are necessary, Pharma user modifies record.
4. Pharma user decides whether to create more records.
  - If yes, return to creating a record.
  - If no, end process.

### MODIFY

The following steps are used to modify an existing record:

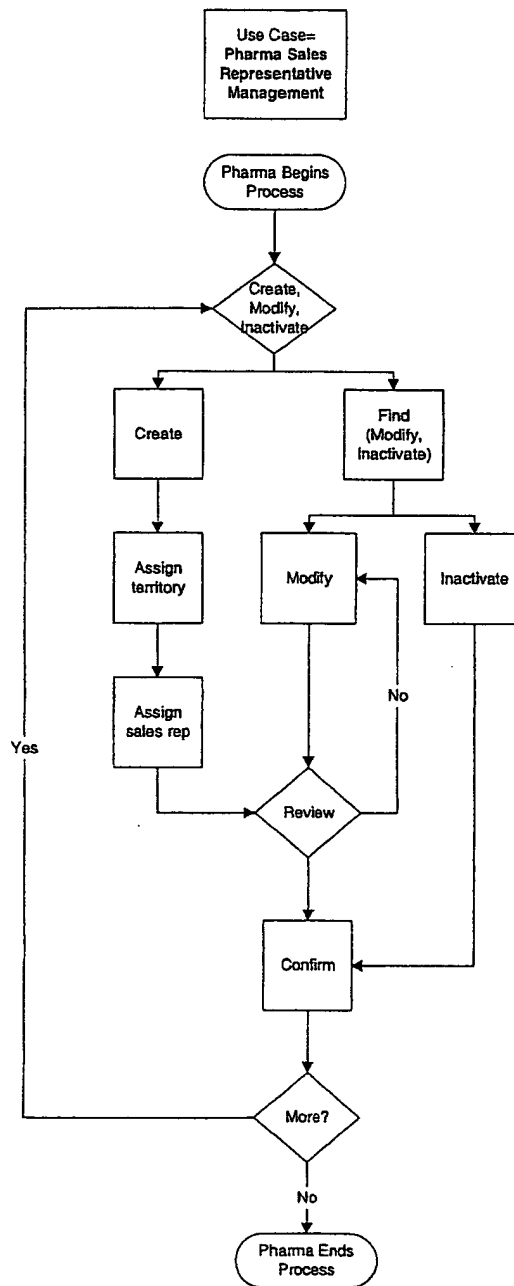
- Pharma user locates an employee by name. A sales rep can also be located by the territories assigned to them.
1. Pharma user reviews record. All fields in an employee record can be modified:
    - If everything is correct, Pharma user confirms.
    - If modifications are necessary, Pharma user modifies record.
  2. Pharma user decides whether to modify more records:
    - If yes, return to selecting an employee record.
    - If no, end process.

### INACTIVATE

The following steps are used to inactivate an existing record:

- Pharma user locates an employee by name. A sales rep can also be located by the territories assigned to them.
- Pharma user can inactivate an employee. No fields can be deleted.
- Pharma user reviews inactivation:
  - If the activation is confirmed, Pharma user either ends the process or selects another product.
  - If the Pharma user does not want to inactivate the employee, the Pharma user cancels the inactivation then ends the process or selects another employee.

## Use Case:



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